

American Lamb Promotion Program

For Missouri FFA and FCCLA Chapters

Sponsored by
Missouri Sheep Merchandising Council

The Missouri Sheep Merchandising Council has allotted \$ 5,300 for the promotion of American Lamb. This opportunity is available to Missouri FFA and/or Missouri FCCLA Chapters. The Sheep Council feels if consumption of lamb is going to increase we need to start with our youth.

MSMC has allotted \$5,000 for the purchase of American Lamb Meat. Chapters can submit a request for up to \$200 for purchase of **American Lamb Meat**. Chapters desiring to take part in the American Lamb Promotion Program must **obtain and e-mail a MSMC American Lamb funding request in by April 26, 2004**. Funding requests are to be submitted by email for easier reproduction for council members. MSMC request forms are available from the DESE web site or by contacting Gene Milligan, MSMC. milligansheep@hotmail.com. If there are more requests than funding allotted, the council will select from the requests submitted those chapters to receive funding based on the objectives and activities they presented to promote the consumption of American Lamb. **The American Lamb Promotion activities shall be conducted between July 1, 2004 and March 1, 2005. Those receiving the grant will be notified by June 1, 2004.**

The Sheep Council has allotted \$200 and \$100 for the top two promotional programs conducted. Chapters will need to send in a report of their individual lamb promotional program to MSMC for consideration. A report describing the who, what, when, where and why of their promotion of American Lamb, how they felt their objectives were met or received by their target audience, the news article and some pictures should be included. It is to be completed on 8 ½ by 11-inch paper. Chapters may use any type of form they chose for the report. **The report is due April 1, 2005.**

Requirements for the program are:

- **American Lamb Meat be used**
- **An article must be printed in a local or area newspaper about the project**
- **Credit for funding must be given to the Missouri Sheep Merchandising Council for funds for the purchase of lamb meat.**
- **For reimbursement a copy of receipts for American Lamb purchased and/or processing fees and a copy of news article must be submitted to MSMC for reimbursement of lamb meat.**
- **The promotion program can begin upon notification of receipt of the grant and is to be completed by March 1, 2005.**

Chapters may purchase and process a lamb or purchase American lamb meat already processed. This can be all lamb burger, leg of lamb, lamb chops or combination of various meat cuts. This can be a promotion program within the chapter or may include the community also. A suggestion would be Bar-B-Q lamb burgers or Bar-B-Q leg of lamb. Each chapter may decide how they wish to promote the consumption of American Lamb. Lamb Patties and rolled leg of lamb are available for chapters to purchase.

Committee Chairmen:

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